

WHAT IS CLAIMED IS:

1 sub a' 1. A method for providing personalized interactive programming  
2 over a data path, the data path extending between a service provider and a set top  
3 box, the service provider being connected to a data network and having an address,  
4 the method comprising:

5 establishing a communication path between a broadband digital  
6 terminal and the set top box, the broadband digital terminal being connected to the  
7 data network;

8 sending a private data packet from the service provider, over the  
9 network to the set top box, the packet containing application interface information  
10 and containing the service provider address; and

11 establishing an impulse pay-per-view communication path between the  
12 set top box and the service provider based upon the address to allow interactive  
13 programming between the service provider and the set top box.

1 2. The method for providing personalized interactive  
2 programming over a data path of claim 1 wherein sending the private data packet is  
3 performed by inserting the private data packet between frames of a video  
4 transmission.

1 3. The method for providing personalized interactive  
2 programming over a data path of claim 2 wherein the video transmission is  
3 prerecorded programming that is transmitted on demand.

1 4. The method for providing personalized interactive  
2 programming over a data path of claim 2 wherein the video transmission is real-time  
3 programming.

1 5. An interactive video/data system for interacting with a  
2 destination address on a network, the system comprising:

3 a broadcast source at the destination address for transmitting a private  
4 data packet over a private virtual channel on the network, the packet containing  
5 application interface information and the destination address;

6 a broadband digital terminal receiving the packet over the private  
7 virtual channel from the broadcast source; and

8 a set top box receiving the packet from the broadband digital terminal,  
9 and cooperating with the broadband digital terminal and the broadcast source to  
10 establish an impulse pay-per-view data path extending from the set top box to the  
11 broadband digital terminal, and over the private virtual channel to the broadcast  
12 source at the destination address, the data path allowing application interface  
13 information to be communicated in real-time between the set top box and the  
14 broadcast source.

1 6. The interactive video/data system of claim 5 further comprising  
2 a television receiving video transmissions from the set top box.

1 7. The interactive video/data system of claim 5 further comprising  
2 an optical network unit between the broadband digital terminal and the set top box.

1 8. The interactive video/data system of claim 7 further comprising  
2 a network interface device between the optical network unit and the set top box.

1 9. The interactive video/data system of claim 5 wherein the  
2 private data packet is inserted between frames of a video transmission.

1 10. The interactive video/data system of claim 5 wherein the  
2 broadcasting source is a local server.

1 11. The interactive video/data system of claim 5 wherein the  
2 broadcasting source is an Internet service provider.